

Amendments to the Claims:

1-20. canceled.

21. (currently amended): A handheld cell phone ~~portable apparatus~~ having a processor, memory, a wireless interface, one or more input devices including a 2D image sensor, and one or more output devices including a display screen, the handheld cell phone ~~apparatus~~ operative to make phone calls, send email, and display received video data, the handheld cell phone ~~apparatus~~ characterized by a watermark decoder operative to decode plural-bit watermark data steganographically embedded “in band” within content data received using the wireless interface and processed by said handheld cell phone ~~apparatus~~, the handheld cell phone ~~apparatus~~ further comprising software instructions in said memory causing said processor to establish a layered stack of protocols and a software interface through which a request to invoke watermark decoding functionality can be passed down from a higher layer to said watermark decoder, and through which results of watermark decoding can be returned up to said higher layer, the software interface serving to mask or hide implementation details of said watermark decoder from said higher layer, wherein said higher layer is operative to employ said decoded watermark data in connection with an application selected by a user.

22. (currently amended): The handheld cell phone ~~apparatus~~ of claim 21 wherein said higher layer is operative to render content to a user, the rendered content including the digital content from which the watermark was decoded, and auxiliary content obtained by reference to said decoded watermark data.

23. (currently amended): The handheld cell phone ~~apparatus~~ of claim 21 in which the watermark decoder is operative to decode watermark data from image data captured from the 2D image sensor.

24. (currently amended): The handheld cell phone apparatus of claim 21 in which the watermark decoder is operative to decode watermark data from audio data.

25. (currently amended): The handheld cell phone apparatus of claim 21 in which the watermark decoder is operative to decode watermark data from received video data.

26. (currently amended): The handheld cell phone apparatus of claim 21 in which said application comprises an email application.

27. (currently amended): The handheld cell phone apparatus of claim 21 in which said application comprises a phone application.